

# BEAUTY IS BEST WHEN SHARED

## WHERE TO GO - WHAT TO SAY

**OUTREACH**, the **O** in the **BOSS Life Approach**, is all about sharing your love for Avon and in return it can open doors for you with more earnings and success. When you share your story/passion with others you can build your customer base and/or build a Team, it is a win, win for any successful Avon Beauty Boss!

### TIPS:

#### **5x5** SET A GOAL AND BE INTENTIONAL!

Use the Avon 5 x 5 system: Talk to 5 people 5 days a week, make a connection with 25 people a week! Expand your contacts and post on social media.



#### **SHARE YOUR PASSION FOR AVON WITH EVERYONE.**

Just like you share your recommendations for a restaurant or movie you love!



#### **LISTEN, LEARN AND BE RELATABLE.**

What is your recruit looking for? Let her know how you and Avon can help her get where she wants to be.

#### **CONNECT AND ENCOURAGE.**

Be their cheerleader — let them know they can do it too!

#### **PARTNERSHIP AND FOLLOW UP.**

Build the partnership and help them join your team through your online store or Start.Avon.com, or ask for referrals, take their information and follow up.



**MOST IMPORTANT, DON'T FORGET TO CELEBRATE YOUR YES'S AND YOUR NO'S.**

AVON

# WHERE TO GO:

IT IS ALL ABOUT ANYTIME, ANYWHERE, ALWAYS SHARE!

- Grocery Store
- Bank
- Dry Cleaners
- Laundry Mat
- School
- Work
- Doctors Office
- Events
- Parties

- Salons
- Day Care
- Place of worship
- Gas Station
- Retail shopping
- Restaurants
- Sport venues
- Vacations
- Gym



## WHAT TO SAY:

SMILE AND JUST SAY... (BASED ON THE SITUATION)...

"Looks like you use this as your office too!"

"You have beautiful children."

"You must love fashion!"

"I've seen you here before."

"What business are you in?"

"You look so well coordinated."

"How is your day going?"

"What brings you out this time of day?"

*"I started my own Avon business so that I can [fill in the blank] and I thought of you because I know you've been wanting to [fill in the blank]!"*

**WHEN SHE SAYS:** "I know my friends would love these highlighting and contouring products!"

**YOU RESPOND WITH:** "Have you ever considered doing something like Avon? You can sell these products to your friends and earn some additional money all while getting the products you love at a discount."

**WHEN SHE SAYS:** "I love all of these products so much, but I can't afford to purchase everything today."

**YOU RESPOND WITH:** "Another option is for you to enroll as a new Beauty Boss. You can get all of these products and more at a discount plus sell to your friends, family and even co-workers. It's a win-win plus you're earning some extra cash on the side!"

"I am so glad we were able to get you everything you needed, loved, and wanted today. Have you ever thought about starting your own Avon business? You could get all of these products that you love at a great discount plus sell to the people you know every time you get a compliment!"

## OVERCOMING OBJECTIONS:

### **"I don't know a lot of people."**

"The Avon Opportunity allows you to get to know new people and introduce yourself as not only a resource but a partner and friend."

### **"I don't have the time, I'm too busy."**

"Part of the Avon Opportunity is: you do not need to make a new schedule to work this business. You simply conduct your Avon business with your everyday activities and continue to build your business network."